



May 7, 2018

## City of Decatur – Request for Qualification

### Municipal Branding & Identity

#### **Project Scope:**

The City of Decatur has issued this Request for Qualifications in support of a city-wide rebranding effort that will better position the city for future growth in three key areas:

1. Promotion of our quality of life, cultural offerings, and amenities to attract new residents across all demographics, *particularly in the younger generations.*
2. Promotion of our local educational institutions, training programs, and available workforce to attract new businesses to the area.
3. Promotion of our tourism attractions, recreational opportunities, and sports facilities to bring additional visitors to the area.

#### **Requested Deliverables:**

We request that your firm submit a response to this RFQ that outlines:

1. An **overview of your company** and its core capabilities as related to this project. Highlight any institutional strengths that you believe might give your organization a distinct advantage.
2. **Representative bios on your staff** – especially each of your personnel who would be assigned to this project.
3. **Case studies or other information on past projects of similar scope that your agency has conducted** – particularly projects delivered for a municipality or other local / state agency.
4. **Your methodology and approach** (start to finish) for delivering results on a project of this scope. We'd like to know your analytic measures, how you would define "campaign success," and how you intend to

#### **Note:**

*We are not asking for pricing, concepts, or tactical deliverables at this time.*



**Background Information:**

Additional information about the City of Decatur can be found here:

- Municipal Website: <https://www.decaturalabamausa.com/>
- One Decatur (Community-Based Municipal Planning Project): <http://onedecatur.org/>
- Municipal Facebook: <https://www.facebook.com/DecaturAlabama/>
- Municipal Twitter: <https://twitter.com/CityofDecaturAL?lang=en>

RFQs will be reviewed, vetted, and a selected number of vendors asked to respond to a future Request for Proposal.

Please submit your response by **(INSERT DATE)** to be considered.

If you have any questions, please contact:

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**Public Information Liaison**

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